IVY RADIO NETWORK 242-A YALE STATION, NEW HAVEN, CONNECTICUT - PHONE 787-0711

March 10, 1966

Dear Station Manager:

After nearly three years of discussion, the Board of Directors of the IVY Network Corporation has decided to expand the membership of the network. This action comes as the result of (1) increased interest of other stations seeking membership in IVY (2) and the need for responsible representation of college radio within the advertising industry. The IVY Network is convinced that it can offer college stations the best possible representation and here is why:

The IVY Network, owned and operated by the eight Ivy League college stations, has successfully represented college radio for eighteen years. With offices in New Haven and New York, the IVY sales staff maintain continuous contact with national advertisers - through both their agencies and the companies themselves. In addition to soliciting advertising, IVY Network Network services the accounts through billing and organizing product promotional activities on the campus. The success of IVY's activities is reflected in record sales during the past two years to such advertisers as Coca-Cola, Newsweek, Budweiser, Western Electric, Colt '45, Shell Oil, Columbia Records, Rheingold, Time, Carling, Utica Club and others.

The IVY Network has also been active in program productions as

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The IVY Network has also been active in program, production [illegible]

exemplified by its 1964 coverage of the national elections which was broadcast to nearly 35 college stations.

What does the IVY Network offer to a prospective college station?

-an experienced and knowledgeable staff with proven sales ability.

-an organization composed of college students who recognize the needs and demands, which are peculiar to college radio.

-a centralized office which will supply advertising copy, billing and promotions with a minimum of administrative work for the stations.

-an organization whose success and integrity has been demonstrated during eighteen years of service.

Enclosed are the criteria for affiliates with IVY Network, a Service Agreement, and other relevant information. If you are interested in finding out more about the IVY Network, please send the initial application form or call the IVY office in New Haven. A prompt response and submission of required materials will insure application consideration by IVY's Board during their April 23 meeting.

If you have any questions, please do not hesitate to call (203- 787-0711)

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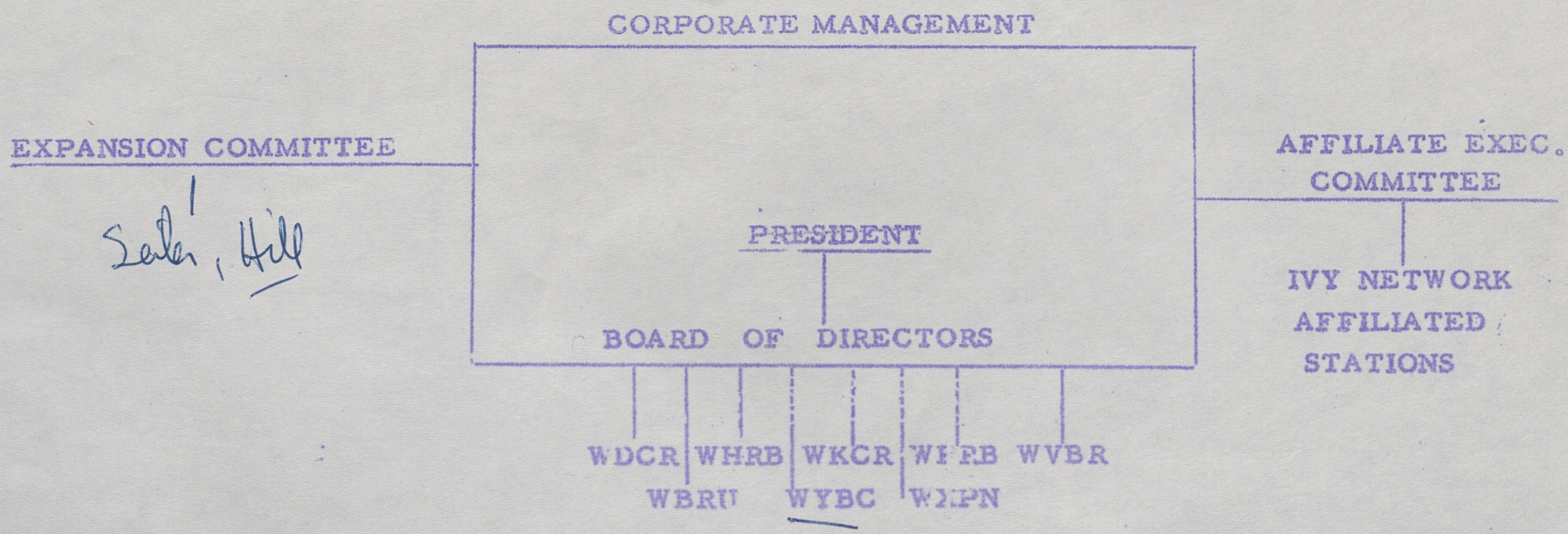
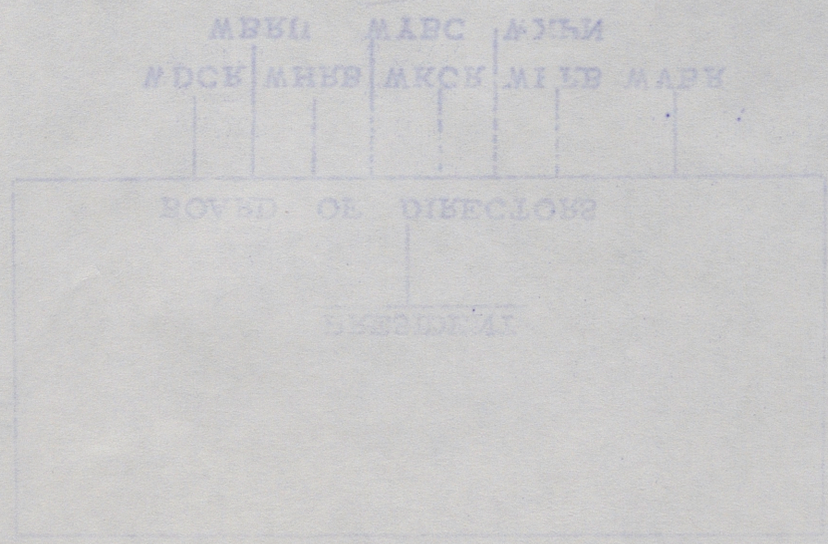
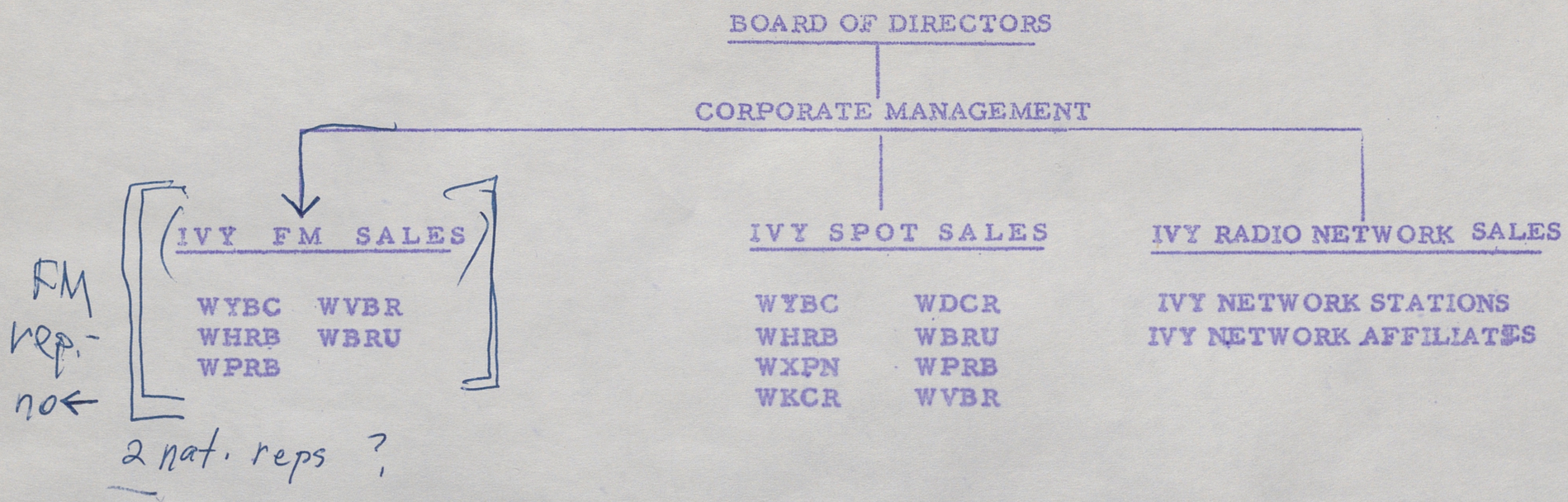
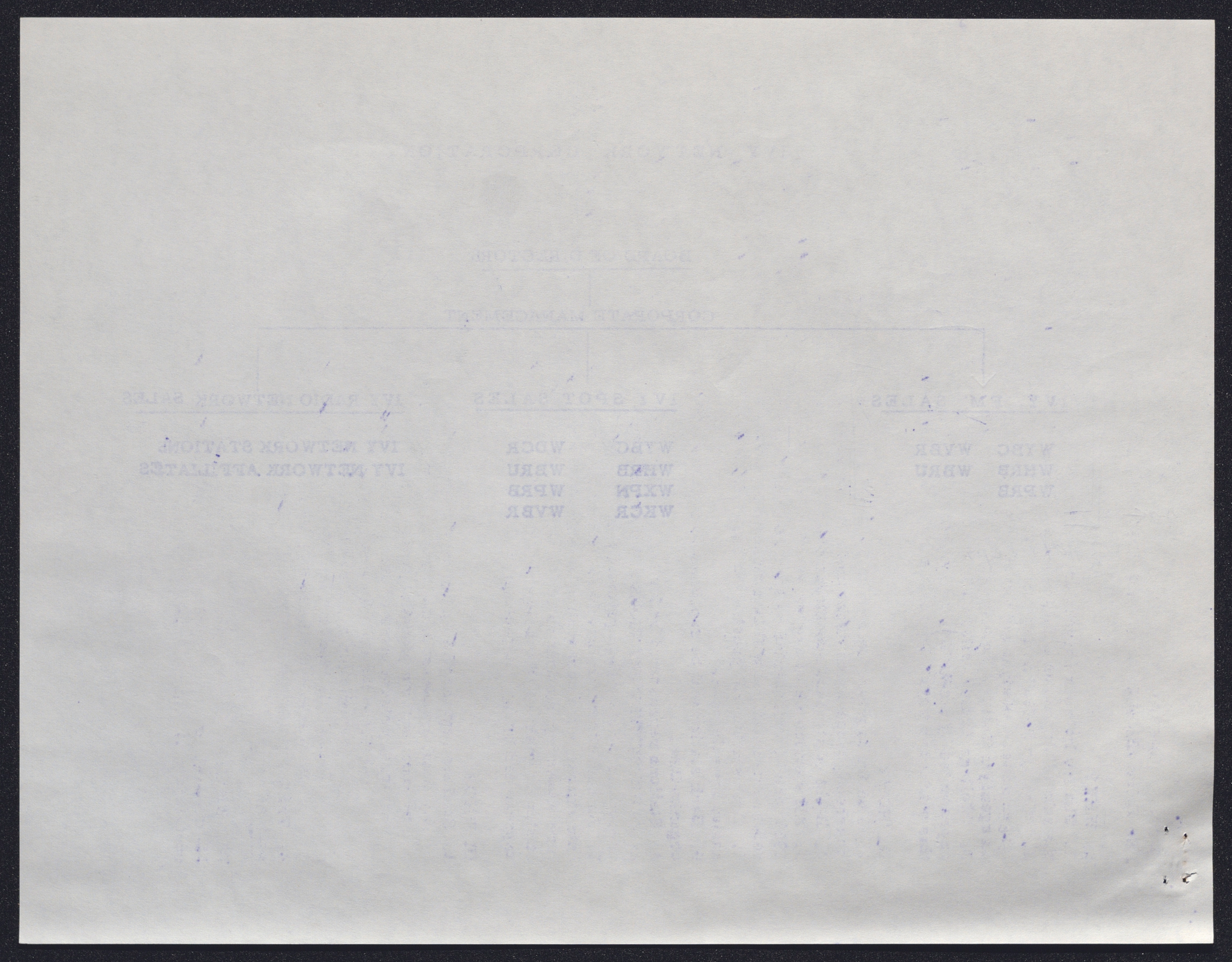
IVY NETWORK CORPORATION





IVY NETWORK CORPORATION





WVBR PROPOSAL
RE: EXPANSION OF THE IVY NETWORK

I. WHY?
1. The Ivy Network shareholders will realize a substantial increase in profits from the sale of airtime on additional carrier-current stations.
2. "College Radio" as represented by the Ivy organization will be more saleable in larger units. An eight-station or less than eight-station purchase may not be worth an agency's time. A "college-wide" flight will be.
3. "College Radio" will be more attractive to advertisers when the industry is represented by a reliable, well-organized firm. None exists at present. Of course, this works two ways: Ivy must act with integrity and so must the stations we represent.

II. HOW?
1. The Ivy organization will select from active recrit listed (in the 1966 Broadcasting Yearbook) those which might meet our standards.
2. A set of standard acceptance criteria will be established.
3. All stations which are not shareholders in the Ivy Network Corp. as of 1 April 1966 may be represented by Ivy on a commission basis. All business with represented stations will be conducted on a contractual rather than corporate basis.
4. Each station will provide the corporation with suitable information likely to assist Ivy salesmen.
5. Each station will be represented nationally on an exclusive basis by the Ivy organization.
6. Stations represented by Ivy but not holding shares in the corporation will be known as REPRESENTED STATIONS and they will pay 40% of national rates to the Ivy corporation, determined primarily by audience size.
7. An advertiser may purchase time on any one or any combination of stations which hold shares in the corporation or which are represented by Ivy. He need not purchase time on owning stations to buy time on stations repped by Ivy. He may buy any station he wishes without regard to whether a station is a shareholder or is only represented by Ivy. A package of the eight Ivy League stations will be available.

III. WHO?
1. Stations represented by Ivy must meet certain criteria:
   a) must broadcast 6pm-12mdnt 7 days a week during academic year, exclusive of vacations
   b) must serve a potential audience of 1,000.
   c) must present proof of past performance, indicating that the audience served considers the station to be reliable.
      1) compilation of hours of actual broadcast for previous school year.
      2) sample tape of five typical announcers reading ad copy and news.
      3) must subscribe to UPI or AP radio teletype service
2. The Ivy directors may limit membership on the basis of any additional criteria, ~~such as geography.~~

IV. WHEN?
1. All contracts will not be effective until the 1966-67 academic year. This refers to contracts with stations to be represented by Ivy.

2. A committee of Ivy directors will determine those stations which will be approached and they will make contact by mid-March of 1966. By the Ivy convention, a minimum of ten stations must be committed to representation by Ivy or else all contracts will go into effect for the 1967-1968 school year.

V. THE NEW IVY

1. The Ivy corporation sales staff must be enlarged. Ivy sales are made solely for the benefit of Ivy owners and represented stations. It is impossible for a sales staff such as ours to make adequate contacts and to properly service accounts with two salesmen.

ability would

A substantial source of talent is the experienced sales staffs of the eight Ivy owning stations. Their experience and demonstrated ability would help Ivy and in turn, Ivy and represented stations. Further, these salesmen, after a summer of employment by Ivy, would then return to aid their respective stations and might be a year-long source of regional business.. The active sales organization should be enlarged. It should consist of others than only Yale students. If there is any question about this, we need only point out that, as the corporation becomes larger, the GM will become more involved with administration.

If the Ivy organization exists solely for the purpose of enhancing the income of its owners and represented stations, there is no reason for the staff to remain inadequate in the face of expansion.

2. Communication between Ivy members is inadequate and this is largely the source of lack of cooperation so evident between New Haven and the stations. A weekly news bulletin should be issued, listing all renewal and meeting dates. It should also include information regarding Ivy activity in general and notes of interest from the stations.

3. It's time for a little sound advertising on our own account-timefor a little PR for ourselves.

a) All owners and represented stations will be reuqired to display a new Ivy logo on their stationery, business cards, etc.

b) All owners and represented stations will be ruquired to air standard SI's and promo making reference to Ivy.

c) A new Ivy logo must be devised - one that project off the printed page.

d) The Ivy Network is not, has not been, and never will be a network. The corporate name should be changed to Ivy Radio. Ivy Radio will be owned by eight stations. However, it will represent all stations, both owners and those which are merelyrepped, on an equalbasis.

e) A substantial investment in advertising should pay off. Ads based on a clever theme should be placed in Sponsor and other trade mags. Purpose: to sell college radio.

f) Ivy Radio should be able to pull off some sort of promotional stunt to attract attention among timebuyers.

expansion - why?
1. Ivy league image -
2. orig. ad. campaign - can't handle just
3.

draft form

IVY RADIO NETWORK EXPANSION PROPOSAL

STATIONS TO BE ADMITTED

geographical?

All student-operated radio stations of private colleges who meet the qualifications set by the IVY Network Expansion Committee.

relation to U.

ADMISSION PROCEDURE

The IVY Network Expansion Committee consisting of three delegates from the IVY Board of Directors and the vice president-general manager and the secretary-treasurer of the corporation will consider applications submitted by interested stations. Each application will include a complete week's programming log, tapes of news, sports, and public affairs programs, and a complete written description of the station including equipment, personnel, and corporate structure. Upon consideration of the above data the Expansion Committee will vote on the station's application. A majority vote is necessary for admission. Each affiliate will be required to sign an IVY Network service agreement for one year period, self renewing.

President

criteria

why no all board?

All decisions subject to approval by b. of d.

AFFILIATE COMPENSATION

Each network affiliated station will receive 60% of the gross established IVY rate.

AFFILIATE REPRESENTATION

Affiliated stations will be represented by the IVY Network Affiliate Executive Committee consisting of one delegate from ~~a select number (to be determined at a later date) of~~ each IVY affiliate. This board will meet during the fall and spring of each academic year, the spring meeting to coincide with the annual IVY convention to which all affiliates will be invited. ~~Delegate stations to the IVY Affiliate Executive Committee will be selected by the IVY Network Board of Directors.~~ The president, vice president-general manager, secretary-treasurer, and any additional administrative officers required by the corporation will be members of the Affiliate Executive Committee. Two nominated delegates from this committee (not corporate officers) will sit as observers on the Board of Directors of the IVY Network Corporation. Can limit ~~or limit~~ directors ~~to~~ at discretion of comm.

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THE IVY NETWORK CORPORATION

Affiliate SERVICE AGREEMENT

Agreement made as of the _____ day of _____ 196 , by and between (

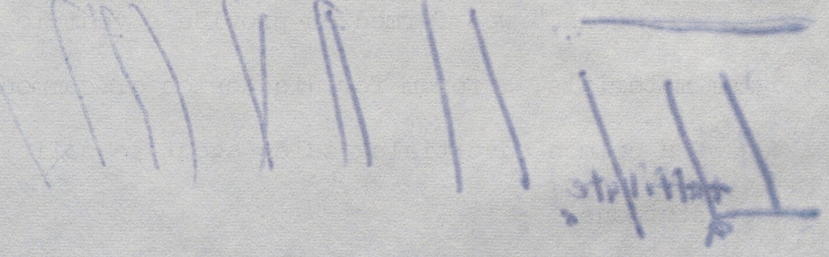
(hereafter called ( )), and the Ivy Network Corporation, Inc., (hereafter called Ivy).

WHEREAS, Ivy is a corporation, without capital stock, the total membership of which is composed of WBRU, the Brown Network; WKCR, the Columbia University Radio Club; WVBR, Cornell Radio Guild, Inc.; WDCR, Dartmouth College Radio; WHRB, Harvard Radio Broadcasting Co., Inc.; WPRB, Princeton Broadcasting Service, Inc.; WXPN, of The University of Pennsylvania; WYBC, The Yale Broadcasting Company, Inc., ~~hereafter called "member stations,"~~ was formed to provide a vehicle for the development and exchange of program materials, a forum for discussion of common broadcasting problems and the services of a common advertising sales agent to solicit national advertising for its ~~member~~ affiliate stations.

WHEREAS, on or about the _____ day of _____, 196 , Ivy will enter, or has entered into agreements (hereinafter called "Service Agreements") with the ~~other~~ affiliate ~~member~~ stations for the furnishing by Ivy of advertiser soliciting services to each of the ~~member-stations~~ affilate stations, with terms and provisions of which is familiar;

WHEREAS, desires to have Ivy furnish it with agency services for procuring national advertising and Ivy is willing to furnish same: and whereas national advertising is defined as advertising of national products carried on at a national level. Furthermore, in any instance where a question is raised, the definition of national advertising shall be finally determined by the Board of Directors of the Corporation.

NOW, THEREFORE, THIS AGREEMENT WITNESSETH, that in consideration of the promises and of the various covenants and agreements herein set forth, the parties hereto agree as follows:



a) broadcasting Ivy id
b) denoting their partic. in Ivy Radio Network
in ~~all~~ their ads & comm
c) all info
d) promoted, etc.

1. Ivy agrees that it will use its best efforts to obtain national advertising for .

2. agrees that Ivy will be the sole national advertising representative for AM stations and that shall not, without the Ivy Business Office's authority, solicit any national advertising contracts for AM. Although _____ FM stations will not be represented by Ivy, AM advertising obtained by Ivy may still be aired on _____ FM at the discretion of Ivy.

3. Ivy will pay to , at least triannually, an amount equal to gross advertising revenue from advertising procured by Ivy for less 15% of such revenue for advertising agency discount and 25% of such revenue which Ivy will retain as share of Ivy's net operating expenses. This provision becomes effective at such time, as at 60% liability, shall earn a greater income in the full course of a broadcast year than that which was earned in the base year of 1961-62 with the increment.

4. The Board of Directors of Ivy shall have the power to revise the percentage of advertising revenue retained to meet net operating expenses of Ivy when it clearly appears that such percentage is inadequate to meet such net operating expenses, or when it clearly appears that such percentage is greater than necessary to meet said expenses; provided however, that any such adjustment shall be made in conjunction with a like adjustment in all other Service Agreements.

5. Advertising contracts obtained by Ivy for may be terminated by according to standard conditions governing contracts for spot broadcasting by AAAA and NAB, however, that no such termination shall be effective prior to the twenty-eighth day after the start of broadcasting services under that contract.

6. This Agreement shall be deemed to have become effective as of the date hereof and shall continue in full force and effect until terminated by mutual agreement or as herein provided. Either of the parties hereto may withdraw from this Agreement

effective at the end of any yearly period commencing with the period ending June 30, 196X by giving at least 30 days prior written notice of its election to so withdraw. Ivy agrees that upon receipt by it of the notice of election to withdraw from its Service Agreements with Ivy given by any other station it will promptly transmit a copy of such notice of election to . Ivy further agrees that so long as this Agreement shall remain in force and effect it will not without concurrence of consent to the termination of its Service Agreements with any other station theretofore referred to, except at the time and upon the notices provided for in such Agreements. Upon the termination of this Agreement all rights and obligations hereunder shall terminate upon the effective date thereof except with respect to any rights or obligations which have accrued prior to such date.

12 7. All of the covenants, conditions and provisions of this Agreement shall insure to the benefit of and shall be binding upon the parties hereto and their respective successors and assigns.

13 8. Nothing in this Agreement, express or implied, is intended or shall be construed to confer upon, or give to, any person, firm or corporation other than Ivy and , their respective successors or assigns, any remedy or claim under by reason of this Agreement or of any term, covenant or condition hereof, and all the terms, covenants and conditions, promises and agreements in this Agreement contained shall be for the sole and exclusive benefit of Ivy and and their successors and assigns.

14 Each of the parties hereto has caused this Agreement to be signed in duplicate by its proper officers thereunto duly authorized, all as of the date and year first above written.

Radio Broadcasting Company, Inc.

by_____

The Ivy Network Corporation, Inc.

by_____